Alexander Baumgardt

Adjunct Professor at California College of the Arts

San Francisco, CA, US

Professor and Management Consultant

Biography

Alexander works at the intersection of design and strategy. Over a decade he has built up a unique portfolio and methodology of systems thinking, interaction design, organization, strategic planning and visual modeling ? helping public and private sector companies to conceive, create and deliver meaningful brand, product and service experiences. At CCA Alexander teaches the pioneering Experience Design studio classes in both the ground-breaking Interaction Design (BFA) and Design Strategy (MBA) programs. Beside his teaching Alexander designs and advises award-winning experiences in industries such as automotive, consumer electronics, financial services, transportation, media, telecommunications and information technology. He held several design leadership positions in Europe and the United States at firms such as MetaDesign and Method. Alexander frequently speaks and lectures internationally at leading organizations, events and institutions in his field ? such as the Google Speaker Series, Xerox PARC, HfG Schwäbisch Gmünd, ENSAD Paris, MX (Managing Experience) Conference or NEXT Service Design Conference.

Availability

Keynote, Moderator, Workshop, Host/MC

Industry Expertise

Information Technology and Services, Design, Management Consulting

---

Areas of Expertise

Customer Experience, Service Design, Design Strategy

Affiliations

Design Management Institute (DMI), Interaction Design Association (IxDA), California College of the Arts

---

Please click here to view the full profile.

This profile was created by Expertfile.